BURAK ZORLU
videographer & film director, Wrocław

Shoot day checklist

What to prepare on the company side so the shoot day runs smoothly and the film needs no revisions caused by logistics.

One week before

- ☐ Approved script or shot list
- ☐ Day schedule with times and locations
- ☐ Image releases from employees and guests
- ☐ Site access, safety rules, passes and security arranged
- ☐ One contact person on set, with a phone number
- ☐ Logo, brand book and materials to show on camera
- ☐ List of interviewees and questions sent in advance
- ☐ Agreed wardrobe (no tiny patterns or neon colours)

The day before

- ☐ Location tidy, products and interiors prepared
- ☐ Crew arrival time and directions confirmed
- ☐ Parking for the crew
- ☐ Weather plan B (indoor option or reschedule)
- ☐ Reminder sent to everyone appearing on camera

On the day

- ☐ Crew entrance and equipment space agreed
- ☐ Loud air conditioning and music off during interviews
- ☐ One person makes decisions on disputed points
- ☐ Meal breaks built into the schedule
- ☐ Products, samples and props within reach

After the shoot

- ☐ Date for the first cut agreed
- ☐ Feedback collected in one document, from one person
- ☐ Number of revision rounds and delivery format known
- ☐ Usage rights agreed (online, TV, outdoor)
- ☐ Permission to publish a case study and the result to show